



The Road to Becoming Alice in Dairyland Starts Now

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) announces that the journey to become Alice in Dairyland starts now. Applications are available for the 66th Alice in Dairyland position.

“Serving as the 65th Alice in Dairyland has given me the opportunity to give back, make a difference and pay it forward to the agriculture community in so many ways,” said Rochelle Ripp, the current Alice in Dairyland. “I encourage those interested to apply and experience this one-of-a-kind job, promoting Wisconsin’s diverse and dynamic \$59 billion agriculture industry. The people you meet, the places you see and the different types of agriculture you promote is truly unique and rewarding.”

Alice in Dairyland is a DATCP public relations specialist who educates media, communities and students about Wisconsin’s diverse agriculture industry. The tradition as Wisconsin’s agricultural ambassador began in 1948.

Alice in Dairyland is headquartered in Madison. During her year, she travels thousands of miles across Wisconsin coordinating and conducting media interviews, developing and delivering speeches at community events, and giving many school presentations.

Applications are due to DATCP by 4:30 p.m. on Friday, January 11, 2013 to be considered. Selected applicants will be brought in for a preliminary interview after the applications are reviewed. The final selection of Alice in Dairyland will be hosted in Calumet County, May 8-10, 2013.

The extensive three-day process includes a personal interview, mock radio and television interviews, writing exercise, impromptu question and answer session, speeches and overall professionalism. The new Alice in Dairyland will be announced in a press conference, and she will begin her one-year, full-time contract on June 3, 2013.

New this year, there is a five-minute video available at www.youtube.com/widatcp to give applicants an insight into the selection process. Clips of the 2012 briefing, interviews and speeches are available in the video, *The Road to Becoming Alice in Dairyland*.

Applicants must be female Wisconsin residents and at least 21 years of age. Applications are required to have at least three years of education, training or experience in the communications, marketing and public relations fields to fulfill the professional demands of this position.

The selected Alice in Dairyland will receive a \$40,000 annual salary as well as holiday, vacation and sick leave. Compensation for a health insurance premium up to \$450 a month and reimbursement for professional travel expenses is also provided.

The application is online at http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment. For more information, contact Becky Paris, Alice in Dairyland Program Manager, at 608-224-5115 or rebecca.paris@wisconsin.gov.

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